

Revenue Zoo



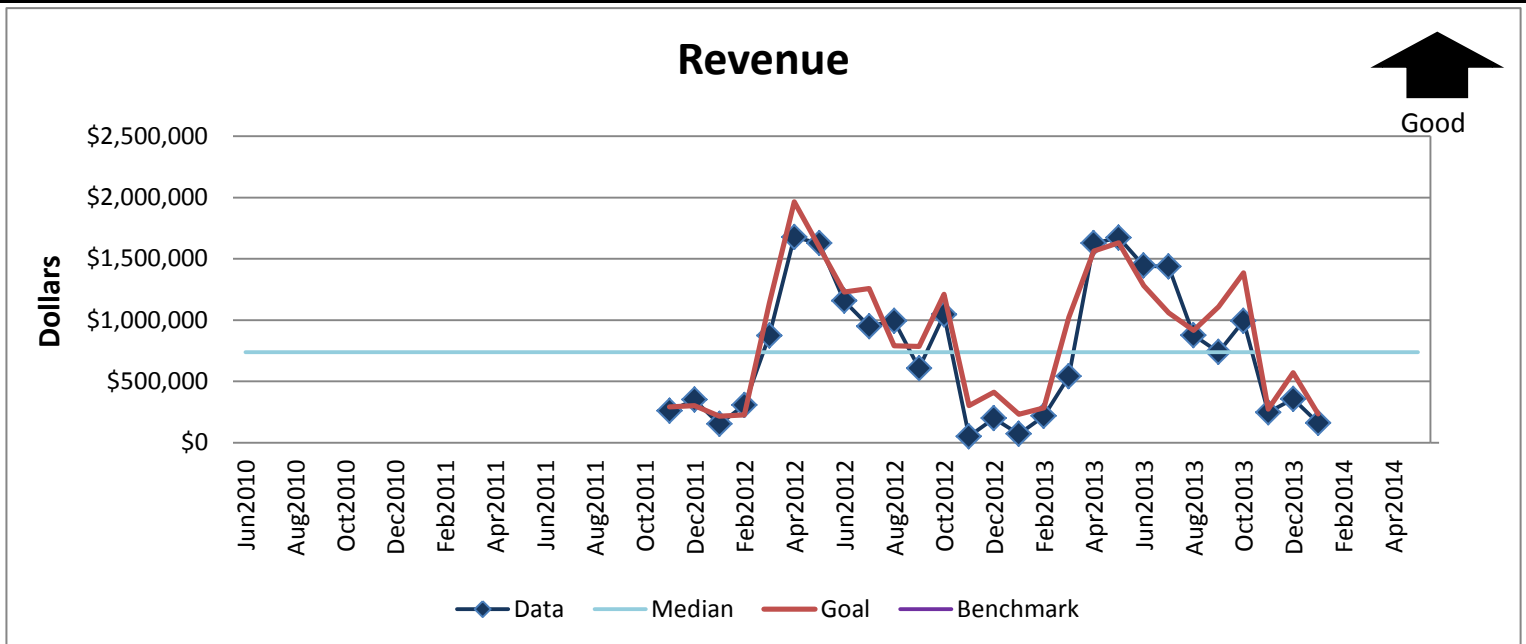
KPI Owner: Tom Kaferle

Process: Operational Revenue Generation

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: TBD Goal: Revenue should meet the budget each month Benchmark: TBD	Data Source: Zoo Financial Reports Goal Source: Zoo Financial Reports Benchmark Source: TBD	Plan-Do-Check-Act Step 8: Monitor and diagnose Measurement Method: The monthly revenue collected for the Louisville Zoo Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: TBD

How Are We Doing?

Jun2013-Jan2014 Month Goal	Jun2013-Jan2014 Month Actual		May2014 Goal	May2014 Actual	
\$6,828,818	\$6,254,768		N/A	N/A	
Dollars	Dollars		Dollars	Dollars	



The seven basic quality tools, "5 Whys" technique, brainstorming and other methods will be applied to the measure graphed above. The purpose of using the tools/methods is to understand what makes performance less than desirable if performance is not best in class.